

RURASL

is a knowledge alliance between different European higher education institutions (HEI) and rural partners that aims at setting up and implementing a framework for an integrated transnational approach of academic teaching and learning and thus contribute to the development of rural areas. This is achieved through an innovative methodology that not only meets the needs of these communities and increases innovation in these areas but also leads to closer community-HEI partnerships.

Service-Learning (SL)

An educational approach that combines learning objectives with community service in order to provide new educational standards for students by tackling real-life needs in their community.

Social Entrepreneurship (SE)

Recognises social problems and uses entrepreneurial values to create and organise innovative ways to promote social change.

RURASL

The consortium wants to create a rural SL and a teaching model that combine the strengths of SL strategy with SE and that could be implemented worldwide.

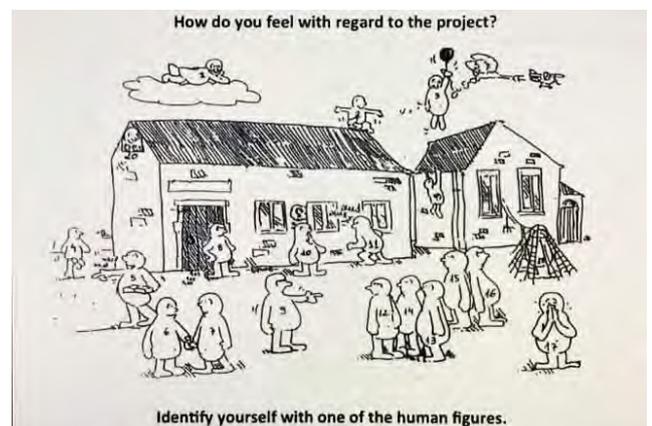
RURAL 3.0

SERVICE-LEARNING FOR THE RURAL DEVELOPMENT - RURASL

Welcome to the 5th issue of the electronic newsletter of the RURASL project, where both public and stakeholders will be able to find information about the project's progress regularly. We invite you to join our wide group of SL promoters and to send us collected feedback.



Our 5th RURASL transnational meeting that was planned in Madrid on February 25th and 26th, unfortunately, was held online again. Thanks to the extraordinary effort of our hosts Pilar Aramburuzabala and Paula Lázaro Cayuso (UAM – Spain) we could see each other, talk, and work together in the virtual world. We had the honour of being greeted by Carmela Cales (Vice-Rector of International Relations UAM - Spain) who congratulated everyone for being able to keep up with their work in these challenging times. She also said that UAM embraced service-learning as a new tool for civic and public engagement and that UAM wants to build a civic university, that is, a transnational campus with civic values. Such thinking makes us very happy. During the meeting, our team analysed the Interim Report assessment and Evaluation of the implemented project tasks with aim to improve our work and successfully complete the project until the end of 2021.



WHO ARE WE?

Higher Education Institutions (HEI)

Polytechnic Institute of Viana do Castelo - Portugal

University College of Teacher Education Vienna - Austria

University of Zagreb - Croatia

Rotterdam School of Management Erasmus University - The Netherlands

Strascheg Center for Entrepreneurship - Germany

Autonomous University of Madrid - Spain

Vytautas Magnus University – Lithuania

University of Bologna - Italy

Rural Partners

AJD - Portugal

LAG 5 - Croatia

LAG Ammersee - Germany

Kaunas district LAG – Lithuania

Galsinma - Spain

Stichting Schutsluis Alblasserdam - The Netherlands

Plenum - Austria

LAG L'Altra Romagna - Italy

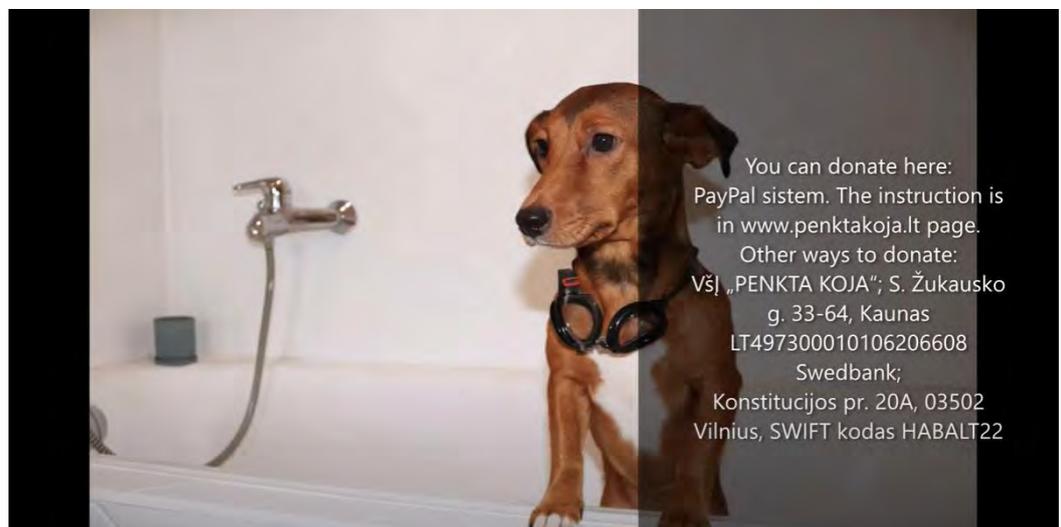
LAG = Local Action Group

Service-Learning projects in Lithuania

In Lithuania, 25 students of the undergraduate study program 'Public Communication' at Vytautas Magnus University have been engaged in service-learning projects in rural areas. The students assisted communities and organizations (libraries, elderly care homes, animal shelters, civic organizations located in rural areas) in delivering social, cultural, and educational services by creating communication products and providing other support. The students helped organizations to pursue a social mission by attracting volunteers and promoting charity, enhancing, and promoting external communication on the website and social media (FB and Instagram), and improving the communication of events.



Projects at pet shelters is a splendid example illustrating how service-learning could enable students to improve their professional skills as future journalists and communication specialists and educate them as responsible citizens. The students have initiated communication campaigns on Facebook and Instagram promoting the adoption of senior (geriatric) dogs, announcing a 'Month of Adopted Dogs', presenting success stories and also have created promotional videos and materials inviting citizens to volunteer and donate (see video ["PENKTA KOJA" shelter in Lithuania](#)). Students assisted the animal shelters in taking care of dogs (walking and feeding dogs, cleaning facilities, etc.). These projects helped students to better understand how civic society is functioning, how urban and rural communities are interacting in improving animal welfare, what challenges are experienced by the rural communities.



INFO

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599382-EPP-1-2018-1-PT
EPPKA2-KA

Project Acronym:
RURASL

Project Title:
Rural 3.0: Service-Learning for
the Rural Development

EU grant:
999.138,80€

Program:
ERASMUS + KA2: Knowledge
Alliances

Duration of the project:
2019 – 2021

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Rural Vision Week: Imagining the future of Europe's rural areas.



From March 22nd to 26th we participated in the international conference "Rural Vision Week - Imagining the future of Europe's rural areas", organized by the European Network for the rural development (ENRD) and the European Commission. Our project was recognized and represented at virtual Marketplace as one of the innovative models that contribute to the vision of rural development. You can still visit [RURASL stall](#) and [Teaser video](#) to see our messages for developing the Long-Term Vision for Rural Areas until 2040.



Erasmus+ Knowledge Alliances Online Consultation Meeting



On June 4th, 2021, RURASL participated in the Erasmus+ Knowledge Alliances Online Consultation Meeting on Higher Education Transformation, organized by Directorate-General Education and Culture (DG EAC) and the European Education and Culture Executive Agency (EACEA). This event seeks to collect the views and inputs from the Erasmus+ Knowledge Alliance stakeholders on practical and sustainable solutions to address some of the key challenges facing Europe's higher education systems. We are proud to be part of this progressive alliance that creates a new and innovative education system and shares our project experiences with colleagues from all over Europe.

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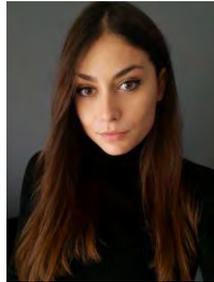
[Channel Rural 3.0](#)

NEW PUBLICATION!

Ecology for a better tomorrow: Service-Learning with the Power of Art for Biodiversity in Rural Areas

Wolfgang Weinlich and Rolf Laven
Pädagogische Hochschule Wien
(University College of Teacher Education, Vienna)

This paper discusses and describes strategies and ideas, how to set impulses to rural areas with service-learning. It also facilitates greater teaching and learning opportunities through innovative educational activities with artistic work in context to biodiversity and sustainability. Read it [HERE!](#)



The experience of service-learning provided me with an opportunity to see the motivation and interest in pupils we prepared workshops for. It made me realize it was worth the effort as well as it helped me to consider the experience of SL provided me with an opportunity to consider parts of myself which I need to work on to be able to give more to the community.

Hana Josić, student
University of Zagreb (Croatia): Faculty of Humanities and Social Sciences, Department of Information and Communication Sciences.

UPCOMING EVENTS!



In October 2021 RURASL team organizes a thematic session at [16th RIODD Conference](#) in Montpellier named "Service-Learning and Social Entrepreneurship to foster development in rural areas". With eight papers and presentations dedicated to the conference theme "Entrepreneurship and sustainable development: the entrepreneurial society in the face of the health crisis" we will share our knowledge and experience gained through the project.



See you at [4th European Conference on Service-Learning in Higher Education](#) in Romania, Sept. 16-17, 2021.

EASLHE
European Association of Service-Learning
in Higher Education



Universities Meet Local Communities!